MAILING DATE: Dec. 12, 1984

CONTACT: David E. Taylor
(202) 676-6464 (work)

FOR IMMEDIATE RELEASE

WORKSHOP TO FOCUS ON USING TRAVEL MARKETING RESEARCH

How to effectively use travel marketing research will be featured in a workshop to be held Feb. 7-8, 1985 in Washington D.C. Sponsored by the U.S. Travel and Tourism Administration, the U.S. Travel Data Center, and the Travel and Tourism Program of The George Washington University, the workshop will provide a unique opportunity to learn how, when, why and what data can be used to improve marketing efforts. Both domestic and international sources will be discussed.

Practical hands-on sessions in the form of case studies will give participants a chance to apply new approaches and skills in collecting and sorting through the volumes of available data.

The workshop will benefit those concerned with sharpening marketing efforts in large or small businesses, or in city, state or regional programs.

(more)

The two-day session will follow the U.S. Travel and Tourism Administration's State-City Days Conference; both will be held in the Washington Hotel, in downtown Washington, D.C.

For more information, call or write:

Dr. John Hunt
Travel and Tourism Program
The George Washington University
817 23rd St., NW
Washington, D.C. 20052
(202) 676-7071

Nancy Chesworth Weir
P.O. Box 565
Garrett Park, MD 20896
(202) 234-0510

###

T+T LIST. 1
T + T LIST. 2 (ENVELOPES)

AMUSEMENT BUSINESS^R
14 MUSIC CIRCLE EAST^R
NASHVILLE, TN 37203^R
^R
^R
^E
BUS TOURS MAGAZINE^R
RURAL ROUTE 3, BOX 349B^R
DELAVAN, WI 53115^R
^R
^R
^E
MANAGEMENT LEISURE TIME^R
1111 CHESTER AVENUE^R
CLEVELAND, OH 44114^R
^R
^R
^E
RESORT MANAGEMENT MAGAZINE^R
4501 MISSION BAY DRIVE^R
SAN DIEGO, CA 92109^R
^R
^R
^E
SKI AREA MANAGEMENT^R
P.O. BOX 374^R
CROTON-ON-THE HUDSON, NY 10520^R
^R
^R
^E
TOURIST ATTRACTIONS AND PARKS^R
KANE COMMUNICATIONS, INC.^R
SUITE 226^R
PHILADELPHIA, PA 19108^R
^R
^E
TRAVELAGE EAST^R
888 SEVENTH AVE.^R
NEW YORK, NY 10106^R
^R
^R
^E
TRAVELAGE MIDAMERICA^R
2416 PRUDENTIAL PLAZA^R
CHICAGO, IL 60601^R
^R
^R
^E
TRAVELAGE SOUTHEAST^R
888 SEVENTH AVE.^R
NEW YORK, NY 10106^R
^R
^R
^E

TRAVELAGE WEST^R
582 MARKET STREET^R
ROOM 603^R
SAN FRANCISCO, CA 94194^R
^R
^E
TRAVEL AGENT^R
2 WEST 46TH STREET^R
NEW YORK, NY 10036^R
^R
^R
^E
TRAVEL WEEKLY^R
1 PARK AVE.^R
NEW YORK, NY 10016^R
^R
^R
^E
LOS ANGELES HERALD-EXAMINER^R
1111 SOUTH BROADWAY^R
LOS ANGELES, CA 90015^R
^R
^R
^E
LOS ANGELES TIMES^R
TIMES MIRROR SQUARE^R
LOS ANGELES, CA 90053^R
^R
^R
^E
SAN DIEGO UNION^R
P.O. BOX 191^R
SAN DIEGO, CA 92112^R
^R
^R
^E
SAN DIEGO TRIBUNE^R
P.O. BOX 191^R
SAN DIEGO, CA 92112^R
^R
^R
^E
SAN FRANCISCO EXAMINER^R
110 FIFTH STREET^R
P.O. BOX 3100^R
SAN FRANCISCO, CA 94103^R
^R
^E
USA TODAY^R
P.O. BOX 500^R
WASHINGTON, DC 20044^R
^R
^R
^E

ADD NAMES OF TRAVEL EDS WHERE GIVEN

Kit Snedaker

Jerry Hulse

Philip Sousa

Evelyn ~~Kieran~~ Kieran

Richard Paoli

Jim Brosseau

WASHINGTON POST^R
1150 15TH ST., NW^R
WASHINGTON, DC 20071^R
^R
^R
^E

Morris Rosenberg

THE WASHINGTON TIMES^R
3600 NEW YORK AVE., NE^R
WASHINGTON, DC ~~20036~~ 20002^R
^R
^R
^E

Horst Buchholz

7. FLORIDA TIMES-UNION AND^R
JACKSONVILLE-JOURNAL^R
P.O. BOX 1949-F^R
JACKSONVILLE, FL 32231^R
^R
^E

Sarah Wood

MIAMI HERALD^R
1 HERALD PLAZA^R
MIAMI, FL 33101^R
^R
^R
^E

Jay Clarke

THE ORLANDO SENTINEL^R
633 NORTH ORANGE AVE.^R
ORLANDO, FL 32802^R
^R
^R
^E

Terry Chapman

ST. PETERSBURG TIMES^R
P.O. BOX 1121^R
ST. PETERSBURG, FL 33731^R
^R
^R
^E

Fred Smith

TAMPA TRIBUNE AND TIMES^R
P.O. BOX 191^R
TAMPA, FL 33601^R
^R
^R
^E

Warren Epstein

ATLANTA CONSTITUTION^R
72 MARIETTA STREET, NW^R
ATLANTA, GA 30302^R
^R
^R
^E

Colin Bessonette

CHICAGO TRIBUNE^R
435 NORTH MICHIGAN AVE.^R
CHICAGO, IL 60611^R
^R
^R
^E

Alfred Borcover

THE COURIER-JOURNAL^R
525 WEST BROADWAY^R
LOUISVILLE, KY 40202^R
^R
^R
^E

Jean Coady

TIMES-PICAYUNE^R
3800 HOWARD AVE.^R
NEW ORLEANS, LA 70140^R
^R
^R
^E

Vincent Randazzo

BALTIMORE NEWS AMERICAN^R
30 EAST LOMBARD^R
P.O. BOX 1795^R
BALTIMORE, MD 21203^R
^R
^E

Harvey Hagman

BALTIMORE SUN^R
CALVERT AND CENTER^R
P.O. BOX 137^R
BALTIMORE, MD 21278^R
^R
^E

Jan Warrington

THE CAPITAL^R
P.O. BOX 911^R
ANNAPOLIS, MD 21404^R
^R
^R
^E

Edward D. Casey

BOSTON GLOBE^R
135 MORRISSEY BLVD.^R
BOSTON, MA 02107^R
^R
^R
^E

William Davis

THE BOSTON HERALD^R
ONE HERALD SQUARE^R
P.O. BOX 2096^R
BOSTON, MA 02106^R
^R
^E

Betsy Buffington

CHRISTIAN SCIENCE MONITOR^R
1 NORWAY ST.^R
BOSTON, MA 02115^R
^R
^R
^E

Ellen Steese

THE DETROIT FREE PRESS^R
321 WEST LAFAYETTE BLVD.^R
DETROIT, MI 48231^R
^R
^R
^E

Rich Sylvain

THE DETROIT NEWS^R
615 LAFAYETTER BLVD.^R
DETROIT, MI 48231^R
^R
^R
^E

Cynthia Boal

NEW YORK TIMES^R
229 WEST 43RD ST.^R
NEW YORK, NY 10036^R
^R
^R
^E

→ Travel Editor

ST. LOUIS POST-DISPATCH
900 NORTH TUCKER BLVD
ST. LOUIS MO 63101

Joan Dames

RALEIGH NEWS & OBSERVER^R
215 SOUTH MCDOWELL ST.^R
RALEIGH, NC 27602^R
^R
^R
^E

Owen Davis

THE CLEVELAND PLAIN DEALER^R
1801 SUPERIOR AVE.^R
CLEVELAND, OH 44114^R
^R
^R
^E

David Molyneaux

PHILADELPHIA INQUIRER^R
400 NORTH BROAD ST.^R
PHILADELPHIA, PA 19101^R
^R
^R
^E

Mike Shoup

PITTSBURGH POST GAZETTE^R
50 BOULEVARD OF THE ALLIES^R
PITTSBURGH, PA 15230^R
^R
^R
^E

Mike Kalina

DALLAS MORNING ~~STAR~~ NEWS^R
COMMUNINICATIONS CENTER^R
P.O. BOX 225237^R
DALLAS, TX 75265^R
^R
^E

Karen Jordan

DALLAS TIMES HERALD^R
1101 PACIFIC AVE.^R
DALLAS, TX 75202^R
^R
^R
^E

Janet Fullwood

EL PASO TIMES^R
P.O. BOX 20^R
EL PASO, TX 79999^R
^R
^R
^E

Laurie Muller

HOUSTON CHRONICLE^R
P.O. BOX 4620^R
HOUSTON, TX 77210^R
^R
^R
^E

Mary Lu Abbott

CHARLESTON GAZETTE^R
1001 VIRGINIA ST., EAST^R
CHARLESTON, WV 25301^E
^R
^R
^E

Diane Lytle

WALL STREET JOURNAL^R
22 CORTLAND ST.^R
NEW YORK, NY 10007^R
^R
^R
^E

- Travel Editor

NATIONAL PARKS MAGAZINE^R
1701 18TH ST., NW^R
WASHINGTON, DC 20009^R
^R
^R
^E

ADVERTISING AGE^R
740 NORTH RUSH ST.^R
CHICAGO, IL 60611^R
^R
^R
^E

- Scott Home

DIVERSION MAGAZINE^R
60 EAST 42ND ST.^R
NEW YORK, NY 10165^R
^R
^R
^E

TRAVEL & LEISURE^R
1120 AVENUE OF THE AMERICAS^R
NEW YORK, NY 10036^R
^R
^R
^E

AMERICAN WEST^R
3033 NORTH CAMPBELL AVE.^R
TUCSON, AZ 85719^R
^R
^R
^E

COUNTRY MAGAZINE^R
P.O. BOX 246^R
ALEXANDRIA, VA 22313^R
^R
^R
^E

GUIDE TO THE OCEAN^R
STATES MAGAZINE^R
112 UNION ST., SUITE 302^R
PROVIDENCE, RI 02903^R
^R
^E
THE PENNYWISE TRAVELER^R
KING FEATURES SYNDICATE^R
235 EAST 45TH ST.^R
NEW YORK, NY 10017^R
^R
^E
THE PRACTICAL TRAVELER^R
NEW YORK TIMES^R
229 WEST 43RD ST.^R
NEW YORK, NY 10036^R
^R
^E
TRAVEL AND YOU^R
C/O LOS ANGELES TIMES^R
TIMES MIRROR SQUARE^R
LOS ANGELES, CA 90053^R
^E
TRAVELER'S CLEARING HOUSE^R
2373 NORTH DANVILLE ST.^R
ARLINGTON, VA 22207^R
^R
^R
^E
AMERICAN TOUR MANAGERS^R
ASSOCIATION^R
AMERICAN GUIDES ASSOCIATION^R
6253 HOLLYWOOD BLVD. SUITE 200^R
HOLLYWOOD, CA 90028^R
^E
LODGING MAGAZINE^R
AMERICAN HOTEL AND ^R
MOTEL ASSOCIATION^R
888 SEVENTH AVE.^R
NEW YORK, NY 10019^R
^R
^E
ASTA NOTES^R
AMERICAN SOCIETY OF ^R
TRAVEL AGENTS^R
4400 MACARTHUR BLVD., NW^R
WASHINGTON, DC 20007^R
^E
KNAPSACK^R
AMERICAN YOUTH HOTELS INC.^R
1332 I ST., NW 8TH FLOOR^R
WASHINGTON, DC 20005^R
^R
^E

Delete

DELETE

ARTA FACTS^R
ASSOCIATION OF RETAIL^R
AGENTS^R
8 MAPLE ST.^R
CROTON-ON-THE-HUDSON, NY 10520^R
^E
TRAVEL AND TOURISM EXCUTIVE^R
NEWSLETTER^R
53 CHURCH ST., P.O. BOX 231^R
STONINGTON, CT 06378^R
^R
^E
ASTA TRAVEL NEWS^R
COMMUNICATIONS INTERNATIONAL^R
488 MADISON AVE.^R
NEW YORK, NY 10022^R
^R
^E
ACTIONNEWS^R
INTERNATIONAL ASSOCIATION OF^R
AMUSEMENT PARKS & ATTRACTIONS^R
P.O. BOX 776^R
WOOD DALE, IL 60191^R
^E
IACVB NEWSLETTER^R
INTERNATIONAL ASSOCIATION OF^R
COVENTION & VISTORS BUREAUS^R
702 BLOOMINGTON RD.^R
CHAMPAIGN, IL 61820^R
^E
NCA CAVE TALK^R
NATIONAL CAVES ASSOCIATION^R
RURAL ROUTE 9, BOX 106^R
MCMINNVILLE, TN 37110^R
^R
^E
NSAA NEWS^R
NATIONAL SKI AREAS ASSOCIATION^R
20 MAPLE ST. P.O. BOX 2883^R
SPRINGFIELD, MA 01101^R
^R
^E
JOURNAL OF TRAVEL RESEARCH^R
TRAVEL AND TOURSIM RESEARCH ASSN^R
1899 L ST., NW^R, Suite 600
WASHINGTON, DC 20036^R
^R
^E
CONNECTICUT DEPARTMENT OF^R
ECONOMIC DEVELOPMENT^R
210 WASHINGTON ST.^R
HARTFORD, CT 06106^R
^R
^E

André Abbate, Editor

✓ **JOURNAL OF TRAVEL RESEARCH**
Travel and Toursim Research Association
University of Colorado
Business Research Division
Boulder, Colorado 80309
(303) 492-8227

Charles R. Goeldner, Editor

✓ **NEWSLINE**
Travel Industry Association of America
1899 L Street, N.W.
Suite 600
Washington, D.C. 20036
(202) 293-1433

Jean Cowden Moore, Editor

DELAWARE STATE TRAVEL SERVICE^R
99 KINGS HGWY P.O. BOX 1401^R
DOVER, DE 19903^R
^R
^R
^E
WASHINGTON CONVENTION & VISTORS^R
ASSOCIATION^R
1575 I ST., NW SUITE 250^R
WASHINGTON, DC 20005^R
^R
^E
MAINE PUBLICITY BUREAU, INC.^R
97 WINTHROP ST.^R
HALLOWELL, ME 04347^R
^R
^R
^E
MASSACHUSETTS DEPARTMENT OF^R
COMMERCE AND DEVELOPMENT^R
DIVISION OF TOURISM^R
100 CAMBRIDGE ST.^R
BOSTON, MA 02202^R
^E
NEW HAMPSHIRE OFFICE OF ^R
VACATION TRAVEL^R
P.O. BOX 856, 105 LOUDON RD.^R
CONCORD, NH 03301^R
^R
^E
NEW JERSEY DIVISION OF TRAVEL^R
AND TOURISM^R
P.O. BOX CN826^R
TRENTON, NJ 08625^R
^R
^E
NEW YORK DEPARTMENT OF COMMERCE^R
DIVISION OF TOURISM^R
230 PARK AVE., SUITE 866^R
NEW YORK, NY 10169^R
^R
^E
TOURIST PROMOTION DIVISION^R
RHODE ISLAND DEPARTMENT OF^R
ECONOMIC DEVELOPMENT^R
7 JACKSON WALKWAY^R
PROVIDENCE, RI 02903^R
^E
VIRIGINIA DIVISION OF TOURISM^R
202 NORTH NINTH ST., SUITE 500^R
RICHMOND, VA 23219^R
^R
^R
^E

WEST VIRGINIA TRAVEL^R
DEVELOPMENT DIVISION^R
1900 WASHINGTON ST, EAST^R
CHARLESTON, WV 25305^R
^R
^E

PSA - Dimock Charles Pollack Snow

NEWS RELEASE DISTRIBUTION

SUBJECT: _____ WRITER: J. Lingo

DATE RELEASED: _____ NO. COPIES REQUIRED: _____

PRINT

LOCAL DAILY

METRO AREA PAPERS
a) D.C.
b) MARYLAND (PG COUNTY)
c) MARYLAND (MONTGOMERY COUNTY)
d) VIRGINIA

DAYBOOK

NATIONAL WIRES

NEWS MAGAZINES

SYNDICATES

CALENDARS/LOCAL EVENTS

NATIONAL DAILIES

BROADCAST

LOCAL RADIO
a) D.C.
b) MARYLAND
c) VIRGINIA

LOCAL TV

PSA

NATIONAL BROADCAST
a) TV
b) RADIO

TALK SHOWS

FOREIGN

SPECIALTY LISTS/SPECIALTY PUBLICATIONS

AIRLINE

ART

BLACK

BUSINESS

CAMPUS

SPECIALTY LISTS CONTINUED

COLLEGES (LOCAL)

CONSUMER

DANCE

DRAMA

EDUCATION
a) PRIMARY
b) SECONDARY

ELDERLY

ENERGY

ENGINEERING

FEDERAL

FILM

HISTORICAL

LAW

LIBRARIES

MILITARY

MUSIC

OP-ED

PRESS/MEDIA/REPORTERS

PUBLIC POLICY

PUBLIC/INTERNATIONAL AFFAIRS

SCIENCE

TECHNOLOGY

TELECOMMUNICATIONS

WOMEN

YOUTH

OTHER: 4 Copies to L. Miller Dimock Galleys

MAILING DATE: DECEMBER 19, 1984

CONTACT: JANE LINGO
676-6460 (office)
234-3453 (evening)

PUBLIC SERVICE ANNOUNCEMENT
FOR USE THROUGH JANUARY 10

GW DIMOCK GALLERY EXHIBITION

(30 SECONDS)

Recent paintings by Charles Pollock are on exhibition in George Washington University's Dimock (dim-UK) Gallery through Friday, January 11th. Charles Pollock, brother of Jackson Pollock, uses color in pure chromatic configurations. The Dimock (dim-UK) Gallery is open from 10 a.m. to 5 p.m. weekdays. Admission is free. The gallery is located off the Lower Lounge of Lisner Auditorium, 21st and H Streets, N.W., a short walk from the Foggy Bottom/GWU Metro station.

# #

News from
THE GEORGE WASHINGTON UNIVERSITY
Office of News and Public Affairs / Washington, D.C. 20052 / (202)676-6460

MAILING DATE: DECEMBER 19, 1984

CONTACT: JANE LINGO
676-6460 (office)
234-3453 (evening)

PUBLIC SERVICE ANNOUNCEMENT
FOR USE THROUGH JANUARY 10

GW DIMOCK GALLERY EXHIBITION

(30 SECONDS)

Recent paintings by Charles Pollock are on exhibition in George Washington University's Dimock (dim-UK) Gallery through Friday, January 11th. Charles Pollock, brother of Jackson Pollock, uses color in pure chromatic configurations. The Dimock (dim-UK) Gallery is open from 10 a.m. to 5 p.m. weekdays. Admission is free. The gallery is located off the Lower Lounge of Lisner Auditorium, 21st and H Streets, N.W., a short walk from the Foggy Bottom/GWU Metro station.

# #